

# Portfolio

Matthew Klecker

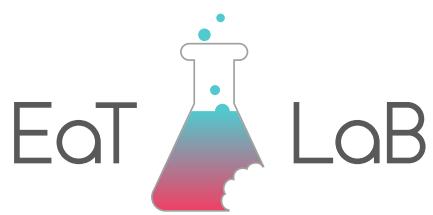
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2022

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# Logo Design

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center



# Web Design

**RESTAURANTS**

**Pioneers Food Hall**  
Breakfast - 7:00 am to 10:00 am  
Lunch - 11:00 am to 3:00 pm  
Dinner - 2:00 pm to 4:00 pm

**Founders Client Dining**  
Breakfast - 7:00 am to 9:30 am  
Lunch - 11:00 am to 2:00 pm

**INTERACTIVE MENU**

**TAKE OUT**  
Order something to eat right now!

**START YOUR ORDER**

**FOUNDERS CATERING**

**FLAVOURS**  
TASTE SUCCESS  
Flavours open the simple coffee break to the more elaborate dinner reception offering a variety of chef-inspired foods and flavours.

**ORDER NOW**

**WINTER WONDERLAND**  
Warm up with a slice of hot chocolate, available while seats last for a limited time!  
Available until January 15

**ORDER NOW**

**MEET OUR TEAM**

**RYAN WILSON**  
Executive Chef  
Born in the Bay Area, he grew up in Marin County and graduated from the Hotel and Restaurant school at Cesar's. Chef Ryan has worked at a string of well-known restaurants in the city. Andros perfected craft cocktails.

**ANDREA VALENZUELA**  
Director Catering & Events  
Born in Central California, Andrea moved to SF and has worked at a string of well-known restaurants in the city. Andrea perfected craft cocktails.

**MELODY MIRANDA**  
Area Executive Chef  
Born in the Bay Area and raised in the Sierra foothills of California, Melody's love for food started young when she would help her mother prepare her creations to her heart's content.

**EXPLORE**  
Curiously different. Happy-culture-driven. Never-ending enthusiasm.

**Faisal Abdalla**  
Learn more about Faisal and his recipe that is "Perfect for a Meatless Monday!"

**Winter Breakfasts**  
Let us introduce you to Mindful's cozy and warm winter breakfasts!

**Cauliflower Stir-Fry!**  
You'll love Chef Rob Morasco's crispy, spicy-sweet and vegetarian dish General Tso's Cauliflower Stir-Fry!

**Home | My Account | Contact Us | Feedback | Privacy | Policies**

**Term and Conditions** **Catering Policies** **Refund Returns** **Update Wallet** **Reset Password**

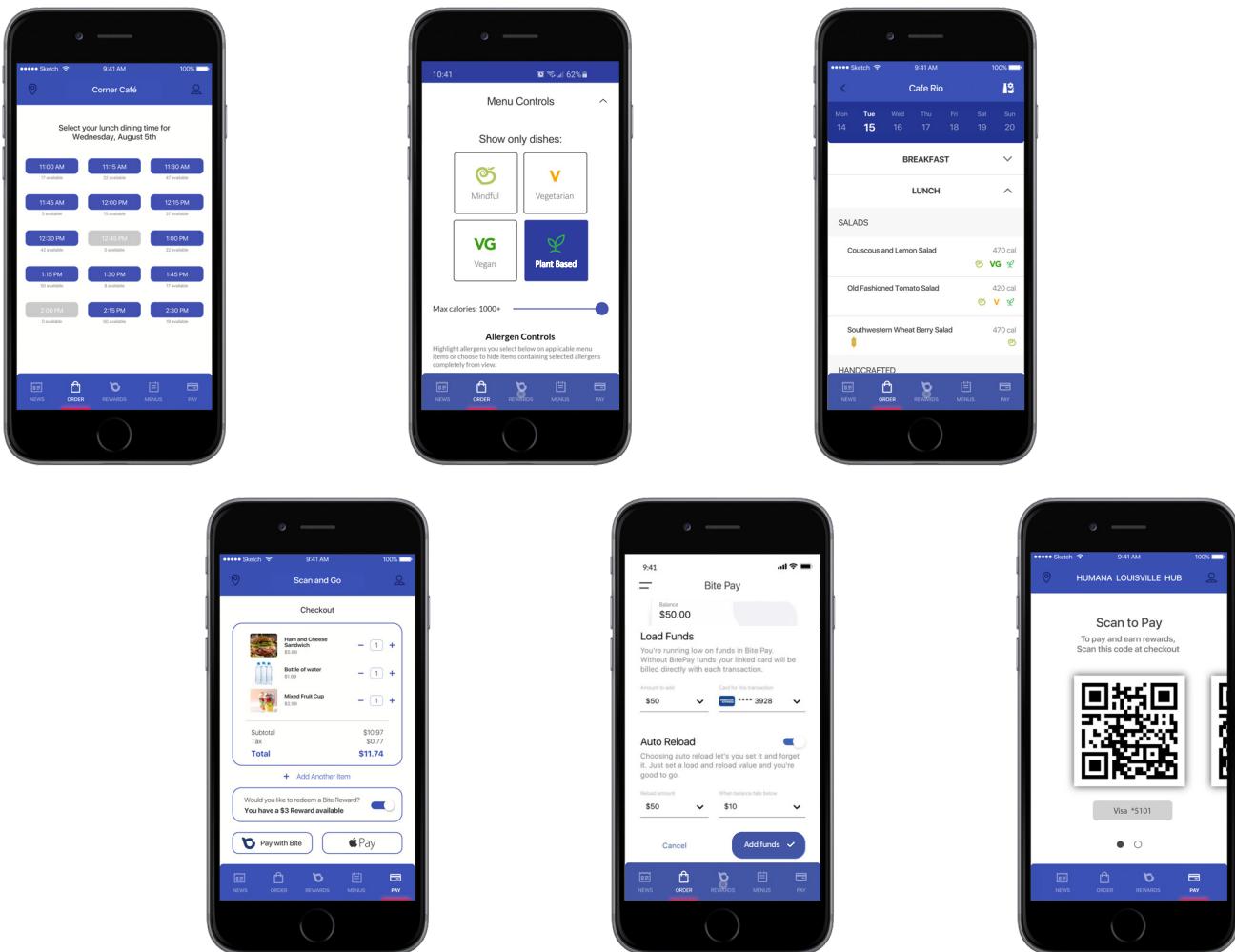
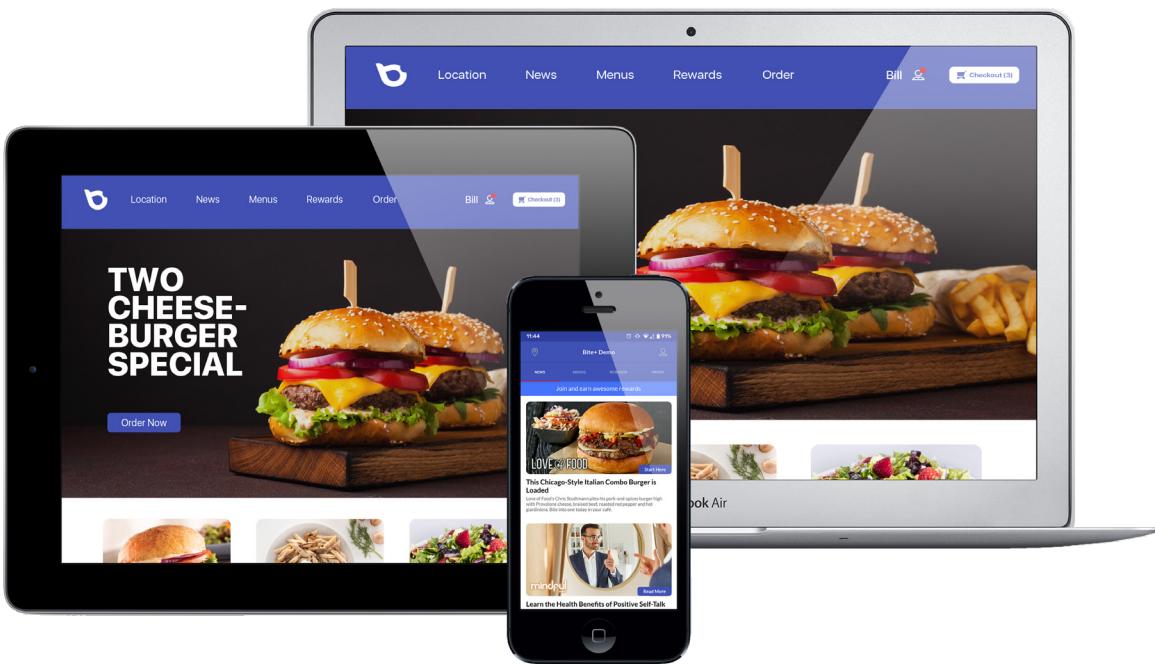
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**Admin Login** **All Systems Operational**

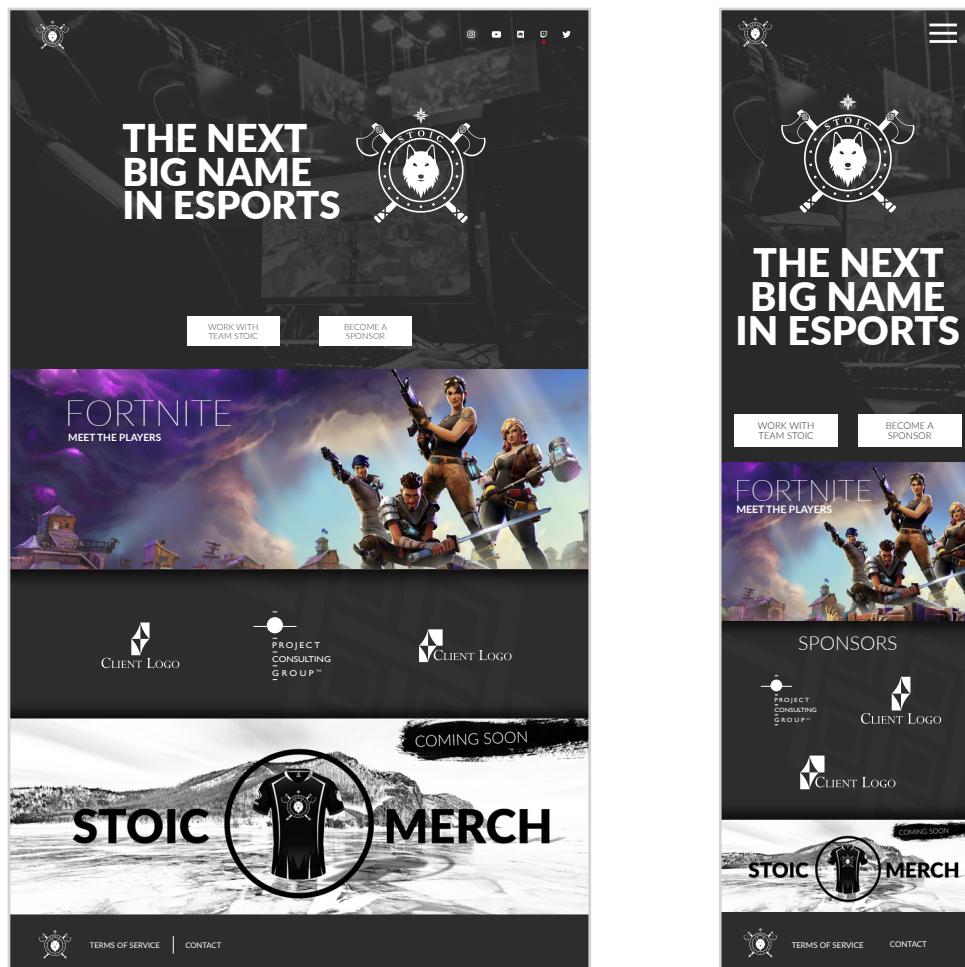
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(left) Blackrock website displayed on all devices indicating mobile friendliness. (right) Full home page mockup.

# Web Design (Continuted)



# Web Design (Continuted)



# Web Design (Continuted)

The screenshots illustrate the progression through the menu builder's configuration steps:

- Step 1: Configure Print** (Leftmost screenshot)
  - Shows fields for Date (7/9/2021), Service (Kitchen Works Co.), Format (Single Column List), and Size (8.5 x 11).
  - Options for Show Selected Modifiers (Price, Sign), Show Station Logo (Yes, No), and Refresh.
  - Checklist on the left includes: Date, Service, Format, Size, Mindful Logo, and Setup Details (Statuses, Soup, Manager Info, Hours of Operation, Weekly Message).
- Step 2: Setup Details** (Second screenshot from left)
  - Shows fields for Logo (Use Client Logo? Yes, No) and Ads (Show mindful ad? Yes, No; Show brie ad? Yes, No; Use a different ad? Yes, No; Choose different ad: Love of Food).
  - Checklist on the left includes: Date, Service, Format, Size, Mindful Logo, and Setup Details (Stations, Soup, Manager Info, Hours of Operation, Weekly Message).
- Step 3: Preview** (Third screenshot from left)
  - Shows a large "PREVIEW" placeholder area.
  - Checklist on the left includes: Date, Service, Format, Size, Mindful Logo, and Setup Details (Stations, Soup, Manager Info, Hours of Operation, Weekly Message).
- Step 4: Recipe Selection** (Rightmost screenshot)
  - Shows a "SOUPS" section with a table for "Soup Sizes" (8 oz, 10 oz, 12 oz, 16 oz) and "Select Soups" (Broccoli Soup, New England Clam Chowder, Miso soup).
  - Shows a "STATIONS" section with a table for "Breakfast" (Salmon Salad, Fish and Chips, etc.) and "Grill" (Black Bean Burger, Veggie Burger).
  - Buttons at the bottom include Back, Next, and Complete.

The screenshots show the final stages of the configuration process:

- Print Preview** (Leftmost screenshot)
  - Shows a "PREVIEW" placeholder area.
  - Checklist on the left includes: Date, Service, Format, Size, Mindful Logo, and Setup Details (Statuses, Soup, Manager Info, Hours of Operation, Weekly Message).
  - Buttons at the bottom include Back, Make Favorite, Add to Print Queue, and Print All.
- Added to Print Queue** (Rightmost screenshot)
  - A modal window displays a checkmark icon and the message "Added to Print Queue".
  - The background shows the same "Print Preview" interface as the previous screenshot.
  - Checklist on the left includes: Date, Service, Format, Size, Mindful Logo, and Setup Details (Stations, Soup, Manager Info, Hours of Operation, Weekly Message).
  - Buttons at the bottom include Back, Make Favorite, Add to Print Queue, and Print All.

# Animated Site Overview Video

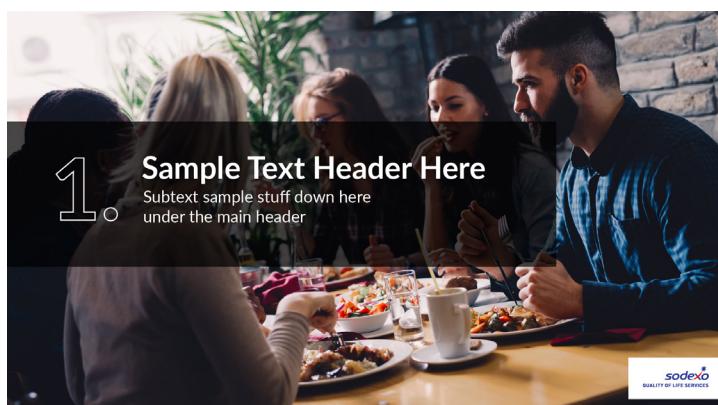
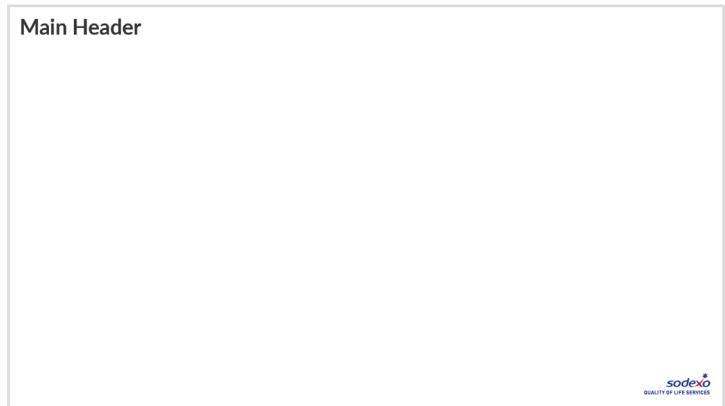
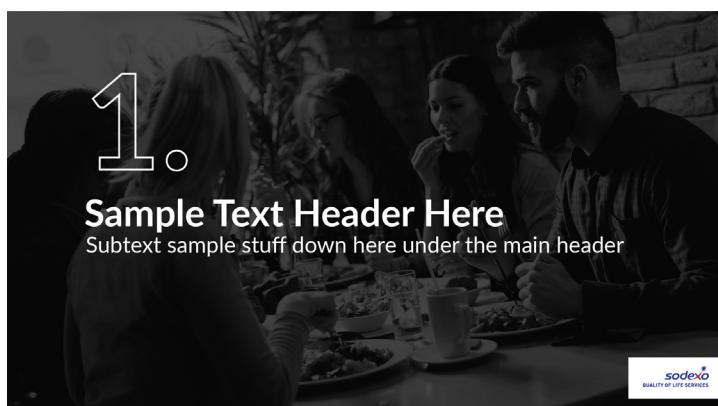
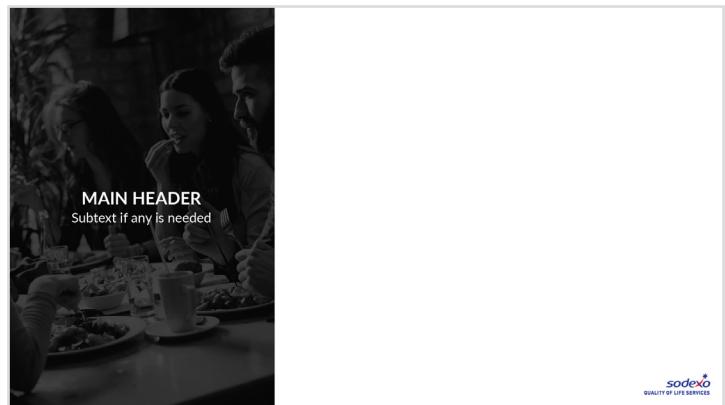
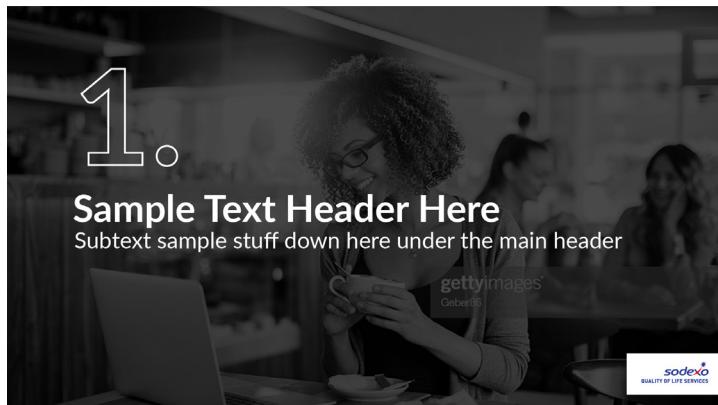
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miSofi

View the video here: [tinyurl.com/miSofiOverview](https://tinyurl.com/miSofiOverview)

# Powerpoint Template and Assets



# Rewards Cards

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# Cash Card Ads

## SO SIMPLE GO FASTER

Registration is easy!



Register Your Card  
at [SoGoCashCard.com](http://SoGoCashCard.com)

(8.5x11 print)

## POWER OF CHOICE

Registration is easy!



Register Your Card  
at [SoGoCashCard.com](http://SoGoCashCard.com)

(11x18 poster)

## YOU'RE IN CONTROL WITH THE SOGO CASH CARD

Registration is easy!



Register Your Card at  
[SoGoCashCard.com](http://SoGoCashCard.com)

(9x16 digital)

## IT'S ALL ABOUT SIMPLICITY

Registration is easy!



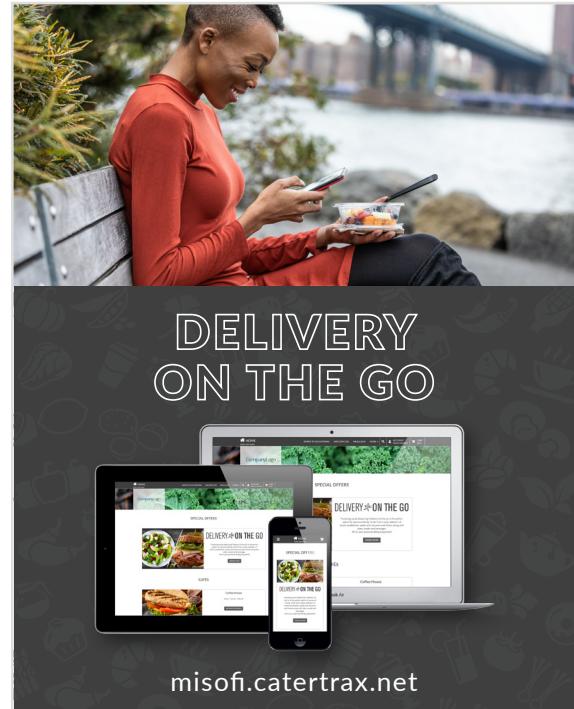
(16x9 digital)

# Ads

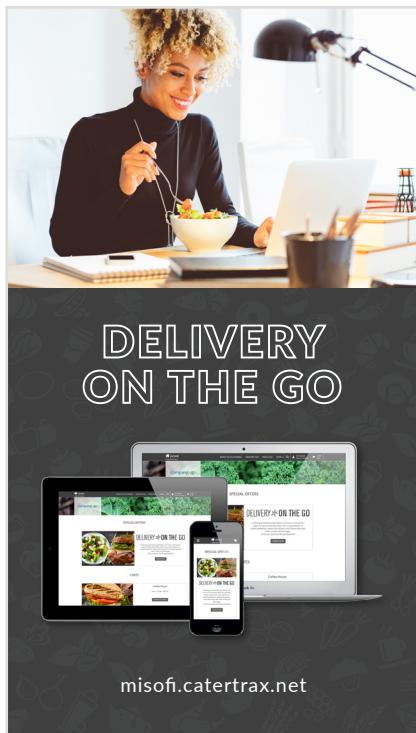
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(8.5x11 print)



(22x28 poster)



(9x16 digital)



(16x9 digital)

# THANK YOU!

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*END*

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